

8. (Currently Amended) The method of claim 1, further comprising:
determining personal information prior to said serving of said tailored message.
- 9 - 10. (Cancelled)
11. (Original) The method of claim 1, further comprising:
setting a first time period.
12. (Currently Amended) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said World Wide Web page.
13. (Currently Amended) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said banner advertisement.
- 14 - 15. (Cancelled)
16. (Currently Amended) The method of claim 1, wherein said serving of said tailored ~~messages~~ message includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.
17. (Currently Amended) The method of claim 1, further comprising:
causing said tailored message to no longer be displayed on said World Wide Web page; and
serving a second message such that the second message, the at least a portion of the content other than the banner advertisement included in said World Wide Web page~~[[,]]~~ and the banner advertisement, and the first message is still are simultaneously displayed to the user.

18. (Currently Amended) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said
tailored message.
19. (Currently Amended) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said
banner advertisement.
20. (Cancelled)
21. (Original) The method of claim 1, further comprising:
determining external information.
22. (Currently Amended) The method of claim 21, wherein said tailoring of said
message is based, at least in part, on said external information.
23. (Cancelled)
24. (Currently Amended) The method of claim 1, wherein said World Wide Web
page is arranged such that said banner advertisement is displayed proximal to said
tailored message.
25. (Cancelled)
26. (Original) The method of claim 1, further comprising:
changing a display attribute of at least a portion of said tailored message.
- 27 - 30. (Cancelled)

